



# INDIANA DEPARTMENT OF TRANSPORTATION

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**Eric J. Holcomb, Governor**  
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## **RE: Guide to Outdoor Advertising**

Dear permittees, applicants and interested members of the public:

INDOT is happy to announce the release of the *Guide to Outdoor Advertising*, following review by the Federal Highway Administration. This document replaces the 2014 edition of the *Outdoor Advertising Control Manual*, which was previously made available on INDOT's website as a resource regarding outdoor advertising permits in Indiana. The 2014 Manual became obsolete with more recent laws and regulations going into effect, in particular rulemaking completed by INDOT in 2019.

The new Guide provides resources for the reader to understand Indiana's outdoor advertising control program including the full text of the applicable Indiana Administrative Code revised in 2019 and other Federal and State laws and regulations. It also offers guidance on how to apply for, and maintain, the required permits using the State's paperless Electronic Permitting System (EPS). New sections include walk-throughs to register for an account with EPS and to submit a permit application along with accompanying documentation and the required fee.

The Guide will receive periodic review and updates to reflect any future changes in law, regulations, or business practices, or other updates. INDOT welcomes feedback on this new document, which can be directed to [permits@indot.in.gov](mailto:permits@indot.in.gov).

INDOT Permits Division